

## ABSTRAK

Nova Rada Cahyati  
Harahap, 2024

: Pengaruh *Green Marketing Mix* Terhadap  
*Purchase Decision* Tupperware Di Kota  
Tanjungpinang  
Dosen Pembimbing : Hj. Iranita. SE.,M.Si  
Kiki Wulandari, SE.,MM

Penelitian ini bertujuan untuk mengetahui apakah *Green Marketing Mix* mempunyai pengaruh terhadap *Purchase Decision* Tupperware di Kota Tanjungpinang. Populasi yang digunakan adalah masyarakat Tanjungpinang berjenis kelamin perempuan usia 20-59 tahun yang pernah membeli dan menggunakan Tupperware. Penelitian ini menggunakan sampel sebanyak 100 responden, dengan menggunakan metode *non-probability sampling* atau pengambilan sampel dengan pertimbangan tertentu (*purposive sampling*). Jenis penelitian adalah penelitian kuantitatif. Penelitian dilakukan menggunakan SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial variabel *green product*, *green price*, *green place*, dan *green promotion* berpengaruh signifikan terhadap *purchase decision*. Hasil uji F menyatakan bahwa variabel *green product*, *green price*, *green place*, dan *green promotion* berpengaruh signifikan secara simultan terhadap *purchase decision* Tupperware di kota Tanjungpinang.

**Kata Kunci** : *Green Product, Green Price, Green Place, Green Promotion* dan *Purchase Decision*

## **ABSTRACT**

*Nova Rada Cahyati  
Harahap, 2024*

*: The Influence of Green Marketing Mix on  
Purchase Decision of Tupperware in  
Tanjungpinang City*

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*This study aims to determine whether the Green Marketing Mix has an influence on the Tupperware Purchase Decision. on Tupperware Purchase Decision in Tanjungpinang City. The population used is the Tanjungpinang community female gender aged 20-59 years who have bought and used Tupperware. Tupperware. This study used a sample of 100 respondents, using using the non-probability method sampling method or sampling with certain considerations (purposive sampling). Type of research is quantitative research. The research was conducted using SPSS version 25. The results showed that partially the variables of green product, green price, green place, and green promotion had a significant effect on purchase decision. significant on purchase decision. The results of the F test state that the variables of green product, green price, green place, and green promotion simultaneously have a significant effect on purchasing decisions. simultaneously significant on Tupperware's purchase decision in the city of Tanjungpinang.*

**Keywords:** *Green Product, Green Price, Green Place, Green Promotion, and Purchase Decision*